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EXECUTIVE OFFICE OF THE SECRETARY-GENERAL
CABINET DU SECRETAIRE GENERAL

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REFERENCE:

16 November 2010

Dear Mr. Goodman,

On behalf of the Secretary-General, I would like to thank you for your letter dated 1 September 2010, inviting him to attend the presentation and reception of the annual award for Responsible Capitalism, to be held on 23 November 2010 in London.

The Secretary-General appreciates your kind invitation. Unfortunately, I regret to inform you that prior commitments and heavy demands on his schedule will preclude him from travelling to London to participate in this event. Allow me, nevertheless, to take this opportunity to convey his best wishes of success to your institution.

Yours sincerely,

Vijay Nambiar
Chef de Cabinet

Mr. Rupert Goodman
Chairman
FIRST Magazine
London

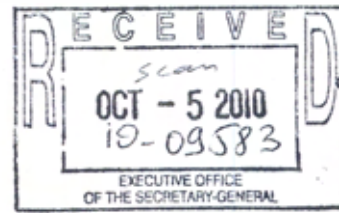


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Private and Confidential

Mr. Ban Ki-moon
Secretary General
United Nations HQ
First Avenue at 46th Street
New York NY10017
USA

1 September 2010

FIRST Award for Responsible Capitalism 2010
Marlborough House, London SW1, 23rd November, 6:30pm
To be presented by Rt. Hon. Dr. Vince Cable MP
Secretary of State for Business, Innovation and Skills

Rupert Goodman

In 2000 we established the annual award for Responsible Capitalism. Nominations are invited from a wide range of international bodies and eminent individuals and the winner is chosen by a panel of judges, chaired by Lord Woolf. The other judges are the Rt Hon Lord Howe of Aberavon, HE Chief Emeka Anyaoku, Lord Plant of Highfield, Lord Marshall of Knightsbridge, Hon Philip Lader (Chairman of WPP Group), Marilyn Carlson Nelson (Chair of Carlson Group), Sir Robert Wilson KCMG (Chairman of BG Group), Dr Daniel Vasella (Chairman of Novartis), Morris Tabaksblat KBE (former Chairman of Reed Elsevier), Ratan Tata (Chairman of Tata Group), Howard Schultz (Chief Executive of Starbucks) and Philippa Foster OBE (Director of the Institute of Business Ethics).

This year the presentation and reception will be held on November 23rd from 6:30pm and it will, as in former years, be at Marlborough House, by kind permission of the Commonwealth Secretary General.

I am delighted that this year's presentation will be made by the Rt. Hon. Dr. Vince Cable MP, Secretary of State for Business, Innovation and Skills.

We are inviting a select group of leading industrialists, financiers, parliamentarians, members of the diplomatic community and other eminent individuals and we very much hope that you will agree to be one of our guests on this occasion. I am enclosing a reply form and I would be most grateful if you could let us have this back as soon as possible so that the official invitation cards can be sent out.

With best wishes,

Rupert Goodman

Rupert Goodman
Chairman

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